



**FY 2002 Customer Satisfaction &
Top 200 Users Survey
Composite Report**

**Prepared by:
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PREFACE

FY 2002 CUSTOMER SATISFACTION & TOP 200 USERS SURVEY COMPOSITE REPORT CONDUCTED BY THE DEFENSE TECHNICAL INFORMATION CENTER

The Defense Technical Information Center (DTIC) has surveyed its registered customers since 1999. Two surveys are conducted:

- **Customer Satisfaction Survey (CSS)**. A random sample of all users not included in the Top 200 Survey. Surveys were conducted in FY 1999, FY 2001 and FY 2002.
- **Top 200 Users**. Defined in terms of the dollar value of billing, number of documents ordered, and downloads from Secure STINET. All 200 users are surveyed. Surveys were conducted in FY 2000, FY 2001 and FY 2002.

The DTIC Performance Report to the Defense Information Systems Agency (DISA) contains a report on overall customer satisfaction. This is derived from the **Annual Survey Composite Data Report** and reflects data from both the Top 200 Users Survey and the Customer Satisfaction Survey.

Composite Survey Results: How Do We Measure Up?

DTIC's composite customer service performance score continues to rise and surpass the Federal Government American Customer Satisfaction Index (ACSI) baseline/benchmark score. See chart below for illustration:

Customer Service Elements	FY 2001 Composite Customer Service Performance Scores	FY 2002 Composite Customer Service Performance Scores
DTIC Composite Scores	77%	82%
ACSI Federal Government Benchmark	68.6%	71.1%
DTIC Excels by	+8.4	+11

*ACSI is the official service quality benchmark for the Federal Government

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Defense Technical Information Center

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CONTENTS

■ Preface	i
■ Introduction	1
■ Purpose	2
■ Methodology	2
■ Overall Composite Findings	3
■ Global Customer Service Performance Rating Review	5
■ DTIC Online Services	8
■ Other DTIC Products and Services	9
■ User Demographics	10
■ Communication and Access	12

Introduction:

The Defense Technical Information Center completed two comprehensive surveys in FY2002, the Customer Satisfaction and Top 200 User Surveys. This report consolidates the results of both surveys and will highlight significant findings. Incorporating and contrasting data from these two surveys will provide a more balanced look at DTIC's overall product and service performance.

Purpose

The purpose of the surveys was to help DTIC (1) gauge the level of satisfaction among both its general and core users, and (2) identify possible areas for improving our products and services. Both surveys were designed to assist us in evaluating the following knowledge objectives:

- To improve customer retention
- To determine the perceived quality of products, service and customer care
- To indicate trends in products, services and customer care
- To benchmark our customer satisfaction results with other federal government agencies

To ensure that we gained fundamental knowledge objectives from our users, the FY 2002 Surveys were specifically designed by querying our users in six (6) categories listed below:

- Customer Service Experiences
- Global Customer Service Performance
- DTIC Online Services
- Other DTIC Products and Services
- User Demographics
- Communication/Access and Information Requirements

Methodology

Web-based and email surveys were the primary collection methods selected for both the Top 200 Users and the Customer Satisfaction Surveys. One-on-one telephone interviews were used to gather contact information and, on occasion, conduct telephone surveys. These multiple collection methods were selected not only to offer our users a variety of survey response options, but also to increase response rates. Even after implementing these methods, it is unclear why response rates were unusually low, although still statistically valid. Possible reasons are explained in detail in the individual survey reports.

Overall Composite Findings: FY 2002 Customer Satisfaction and Top 200 Users Reports

The data contained below is a composite of customer-based issues resulting from the FY 2002 Customer Satisfaction and FY 2002 Top 200 Users Surveys.

NOTE: Detailed survey data analysis is available in Appendix B of the individual survey reports.

Composite Customer Satisfaction Performance Rating:

- ◆ Eighty-two percent of all survey respondents from both the Top 200 Users and Customer Satisfaction Surveys reported that they were satisfied with the level of DTIC's customer care. (*Reference Figure 1*)
- ◆ The customer satisfaction service scores have shown an upward trend in comparison to previous years.

Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

- ◆ Eighty-eight percent of all survey respondents reported that DTIC is highly important to the accomplishment of their business objectives. (*Reference Figure 2*)
- ◆ Eighty-three percent of all survey respondents reported that DTIC had a positive impact on their organizational mission. (*Reference Figure 3*)

Corporate Communication:

- ◆ Seventy-six percent of all survey respondents feel DTIC does a good job in communicating with their customers (CSS - 75%; Top 200 - 88%).

User Recommendation (word-of-mouth):

- ◆ Ninety-two percent of all survey respondents would recommend DTIC's products and services to colleagues. (*Reference Figure 4*)

Online Services (Public STINET, Secure STINET, Web-Enabled DROLS, Classified DROLS):

- ◆ WED and Public STINET remain the most widely used DTIC online services. (*Reference Figure 5*)
- ◆ Of the four online services evaluated, Public and Secure STINET received the highest marks for overall quality. (*Reference Figure 6*)

Other DTIC Products and Services:

- ◆ ADD, CAB, The DTIC Review, and ECAB received the highest scores in overall quality satisfaction from both surveyed user groups. (*Reference Figure 8*)

User Demographics:

- ◆ Both surveyed user groups showed that the majority of respondents were DOD employees. (*Reference Figure 9*)
- ◆ The majority of respondents from both surveyed user groups classified their job position as Librarians who primarily act as information providers. (*Reference Figures 10 and 11*)

Communication/Access:

- ◆ Both groups of survey respondents find that the majority of their information needs are met by searching DTIC's collections (*CSS - 82%; Top 200 - 96%*).
- ◆ The vast majority of all survey respondents reported that it is very important to extremely important to speak with a "live person" when calling DTIC (*CSS - 62; Top 200 - 84%*).
- ◆ The majority of all survey respondents prefer email as the primary means of receiving informational updates (*CSS - 69%; Top 200 - 58%*).
- ◆ The majority of survey respondents feel DTIC does a good job at meeting delivery schedules (*CSS - 71%; Top 200 - 88%*).

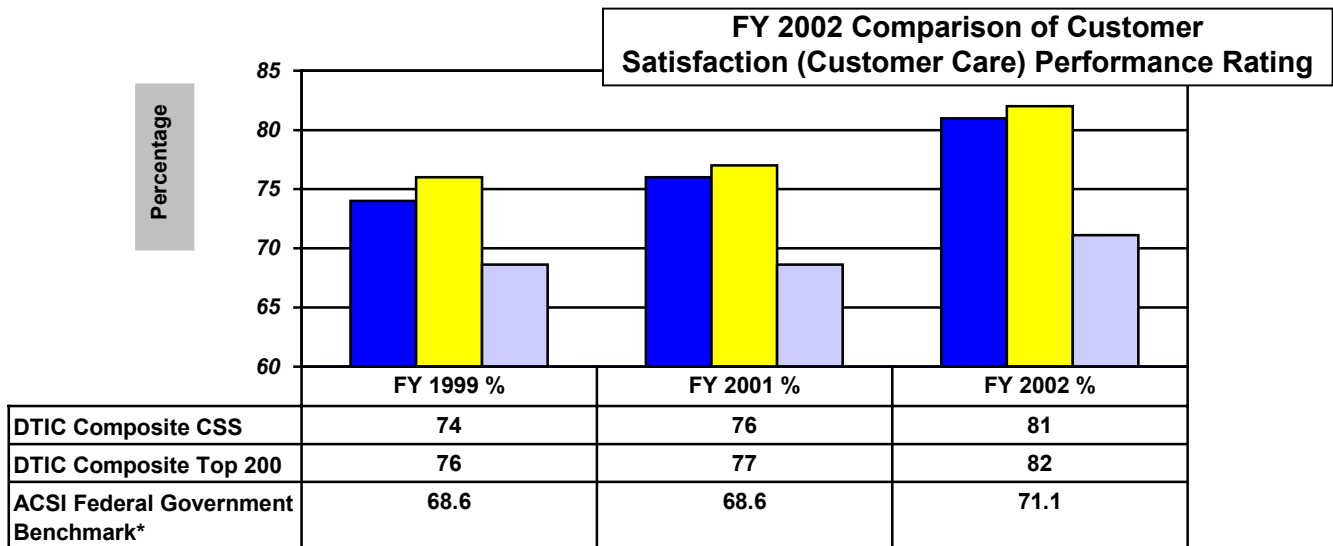
Marketing Communication:

- ◆ Both groups of survey respondents reported that they are satisfied that DTIC does an adequate job in communicating (transmitting/mailling) information about new changes in and/or enhanced products and services offerings, training opportunities, etc.

Global Customer Service Performance Rating Review

Comparative Analysis of Customer Satisfaction (Customer Care) Performance Rating:

- Eight-two percent of all survey respondents from both the Top 200 Users and Customer Satisfaction Surveys reported that they were satisfied with the level of DTIC's customer care.
- The American Customer Satisfaction Index (ACSI), the official service quality benchmark for the Federal Government, is currently **71.1%**; DTIC scored **82%**, **11** points above the benchmark.
- The customer service performance scores in both the Top 200 Users and Customer Satisfaction surveys show a continual improvement over previous years.
- DTIC's composite data was derived by averaging the customer satisfaction scores from the FY 2002 Customer Satisfaction and FY 2002 Top 200 Users Surveys and matched for comparability with the common ACSI index scoring factors.



Customer Service Elements	FY 2002 Composite Customer Service Performance Scores
DTIC Composite Scores	82%
ACSI Federal Government Benchmark	71.1%
DTIC Excels by	+11

*ACSI is the official service quality benchmark for the Federal Government

Fig 1

Importance of DTIC to Accomplishment of Business Objectives and Mission Support:

- Eighty-eight percent of all survey respondents reported a high level of importance of DTIC to the accomplishment of their business objectives.
- Respondents from the Top 200 Users Survey gave a higher score when evaluating DTIC's degree of importance to their business objectives.

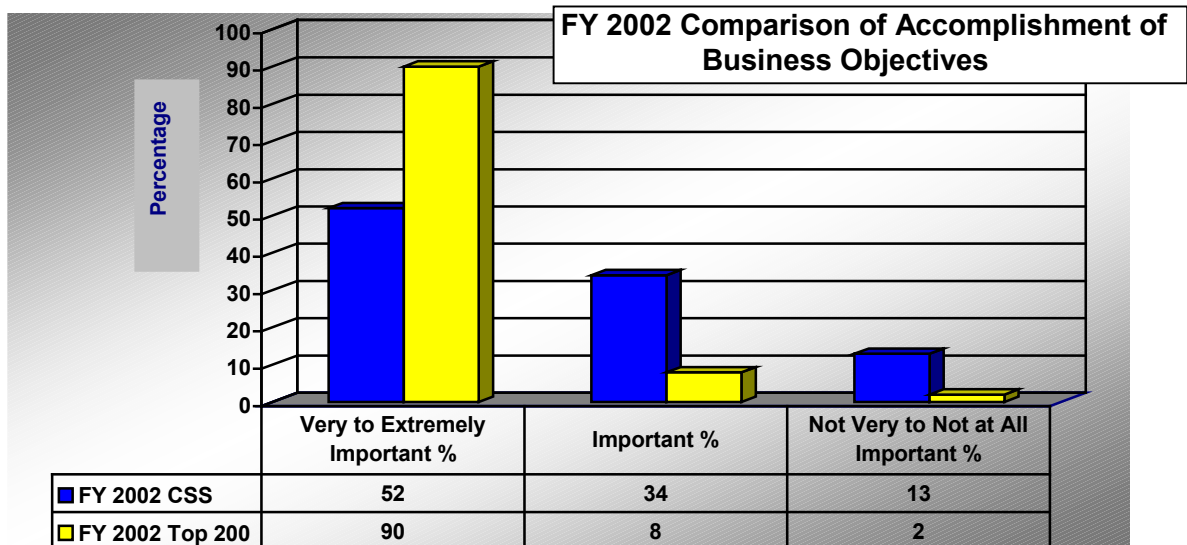


Fig 2

Impact of DTIC Supporting Users Overall Mission Support:

- Eighty-three percent of all survey respondents reported that DTIC had a positive impact on their organizational mission support.
- Respondents from the Top 200 Users Survey gave a higher score when evaluating DTIC's impact on their organizational mission support.

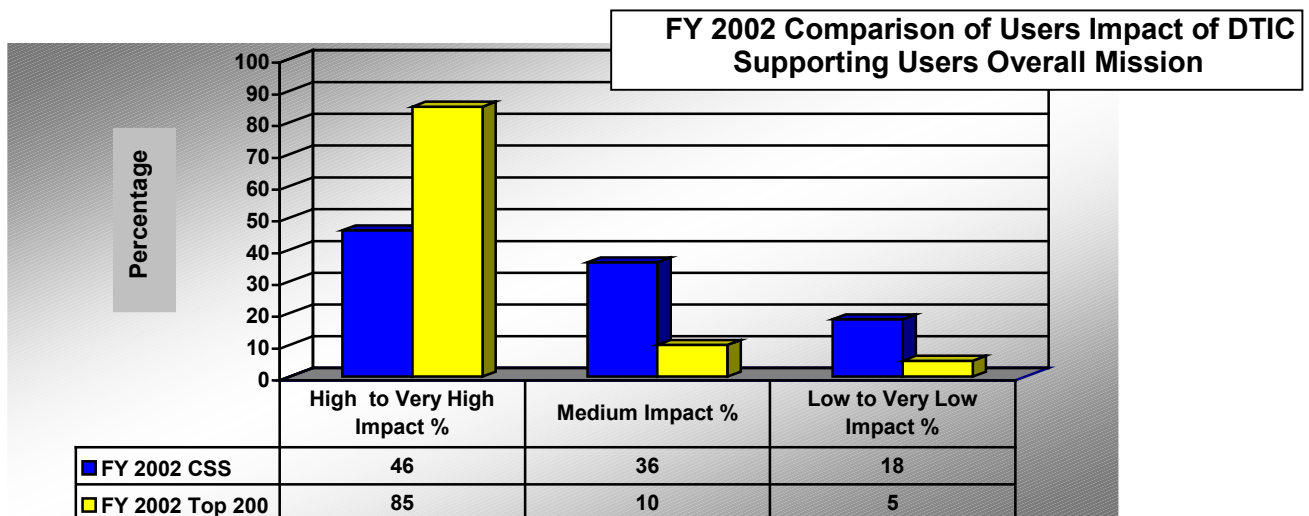


Fig 3

Recommending DTIC Product(s) and/or Service(s) to Colleagues:

- Ninety-two percent of all survey respondents would recommend DTIC's products and services to colleagues.
- Respondents from both survey user groups reported high numbers in their recommendations of DTIC to their colleagues, another indication of respondent's positive evaluation of DTIC as a whole.

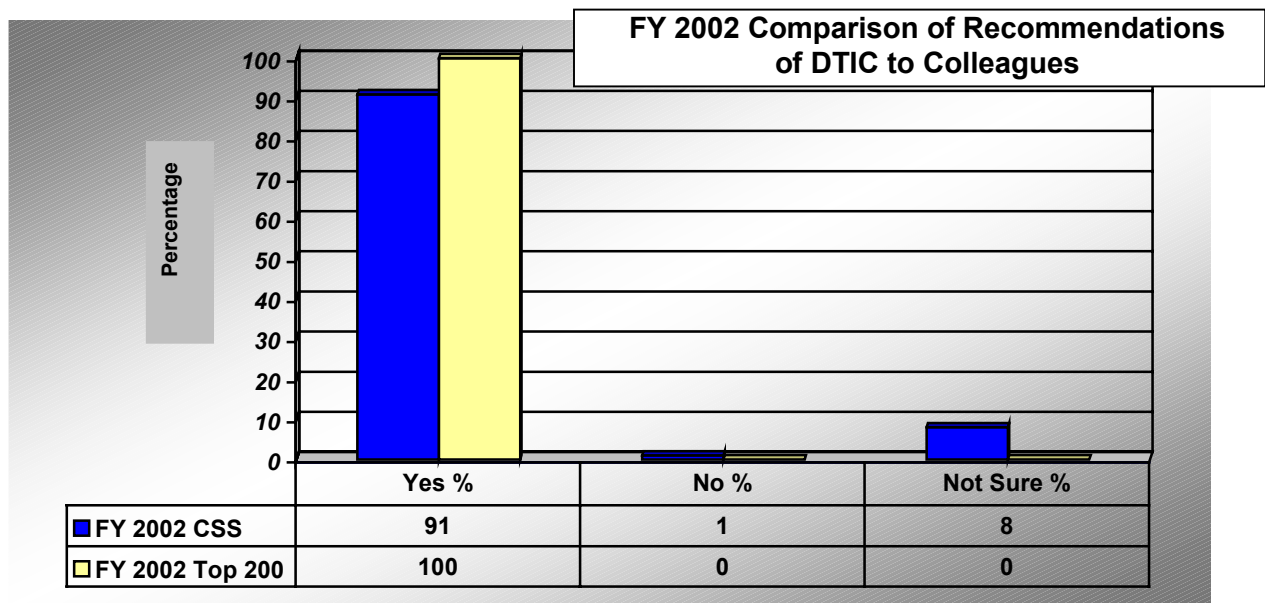


Fig 4

DTIC Online Services
(Public STINET, Secure STINET, Web-Enabled DROLS (WED)
and Classified DROLS)

Online Services Usage Profile:

- WED and Public STINET are the online services of choice for the respondents of both the Top 200 Users and the general Customer Satisfaction surveys.

Service	FY 2002 Customer Satisfaction Survey Usage	FY 2002 Top 200 Users Survey Usage
Public STINET	76.6%	83.7%
Secure STINET	53.9%	79.5%
WED (formerly Unclassified DROLS)	59.4%	84.4%
Classified DROLS	15.3%	37.9%

Fig 5

Performance of Individual Online Services:

- Respondents of the Top 200 Users Survey overall tend to give higher scores when evaluating online services than those of the general Customer Satisfaction Survey.
- Both groups of survey respondents scored Public and Secure STINET the highest with WED following close behind.

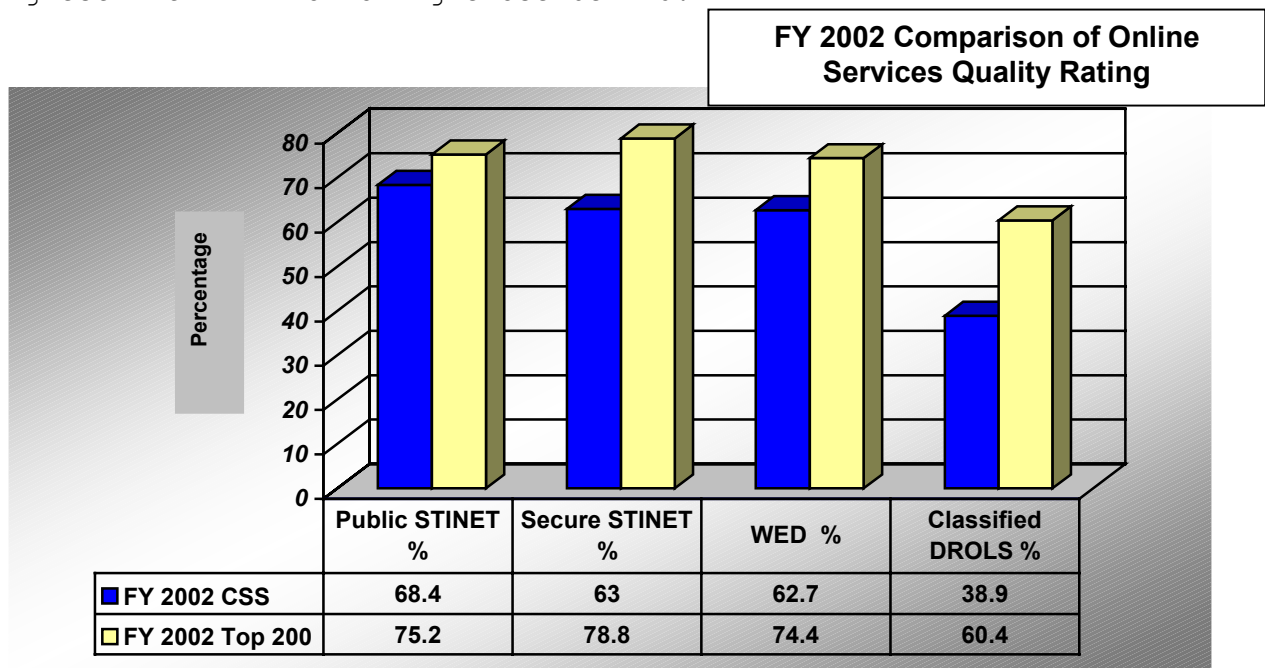


Fig 6

Other DTIC Products and Services

Other DTIC Products and Services Usage Profile:

- Other than online services, Top 200 respondents prefer the TR Database on CD-ROM, while respondents for the general Customer Satisfaction Survey report Research Summaries as the most used product and/or service.
- Both groups of respondents reported high usage of the DTIC Review.

Service/Usage	FY 2002 Customer Satisfaction Survey	FY 2002 Top 200 Users Survey
ADD	12.7%	34.5%
CAB	19.4%	40%
ECAB	24.7%	50%
Research Summaries	63.8%	43.3%
Automatic Magnetic Tape Dist.	2.0%	0%
TR Database CD-ROM	30.4%	70.3%
Retrospective Bibliography Magnetic Tape	1.4%	3.8%
The DTIC Review	40.6%	58.1%
TRAIL	19.4	28%

Fig 7

Satisfaction with Individual Products and Services (other than Online Services) :

- ADD, CAB, The DTIC Review, and ECAB received the highest scores in overall quality satisfaction for both surveyed user groups.

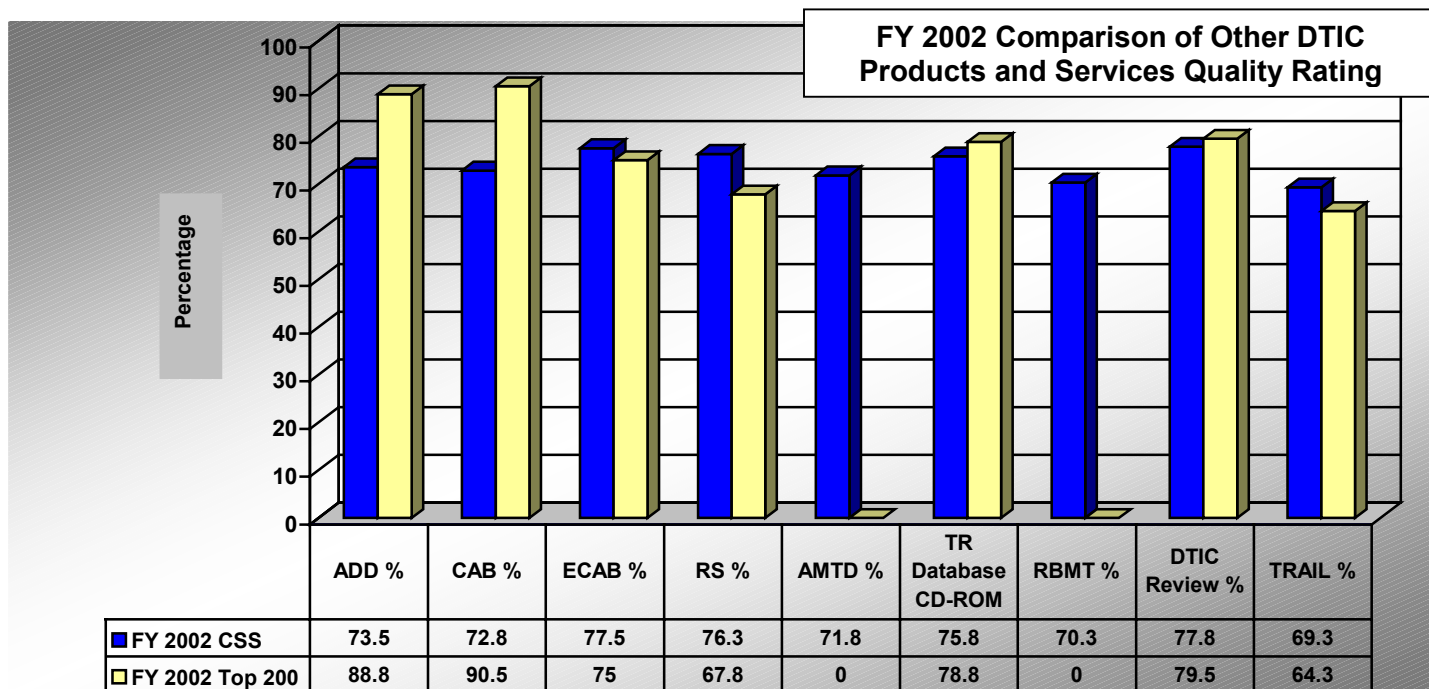


Fig 8

User Demographics

Organization Type and Job Position Status:

- FY 2002 Customer Satisfaction and FY 2002 Top 200 Users Surveys showed that most respondents were DOD employees.
- Top three (3) organizational types remain the same for both surveyed user groups.
- Demographic data shows that most respondents from both surveyed user groups classified their job position as Librarian.
- Respondents of the Top 200 Users Survey had a significantly higher response rate from the librarian community at seventy-one percent, whereas the respondents from the general user group represented twenty-five percent of the librarian community.

User Organization Type

Organization	FY 2002 Customer Satisfaction Survey	FY 2002 Top 200 Users Survey
DOD-Military Services Agencies	48%	60%
Gov't. Contract/Industry	38%	21%
Non-DOD Federal Gov't.	5%	8%
Academia: College/Univ.	3%	8%
HBCU/MI	3%	0%
Other	3%	3%

Fig 9

Job Position

Job Position	FY 2002 Customer Satisfaction Survey	FY 2002 Top 200 Users Survey
Librarian	25%	71%
Engineer	17%	0%
Researcher/Analyst/Program Manager	16%	4%
Technical Info Specialist	9%	13%
Scientist	9%	4%
Contracting Officer	5%	0
Resource Management/Financial/Budget Analyst	4%	2%
Other	15%	6%

Fig 10

Intermediary vs. End Users:

- Both surveyed user groups continue to show the trend of DTIC users primarily acting as information providers (Intermediary) to others.
- Respondents from both surveyed user groups who primarily act as information provider classified their job position as Librarian.

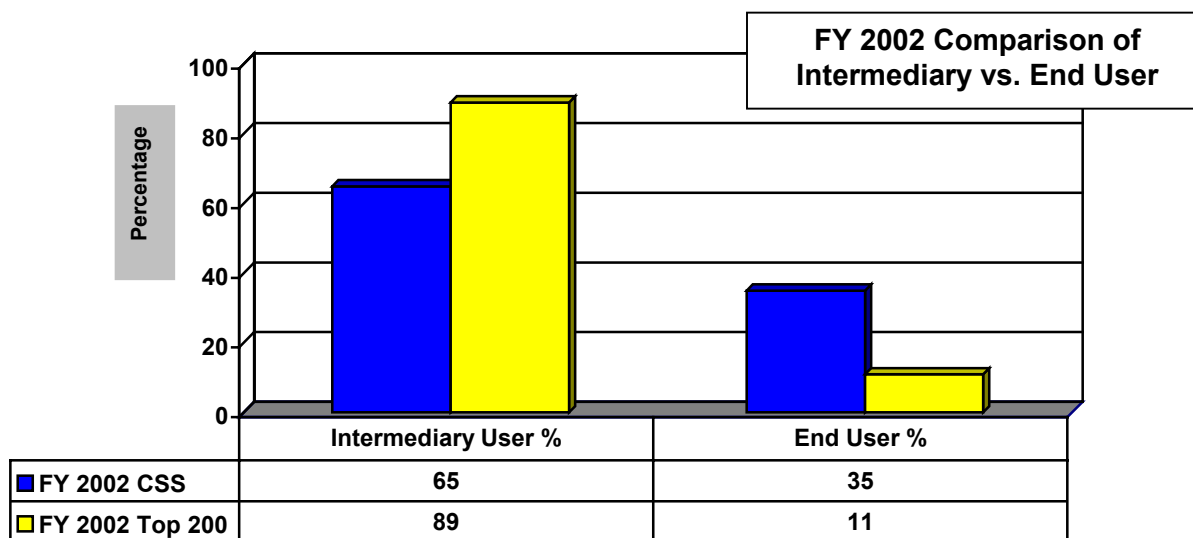
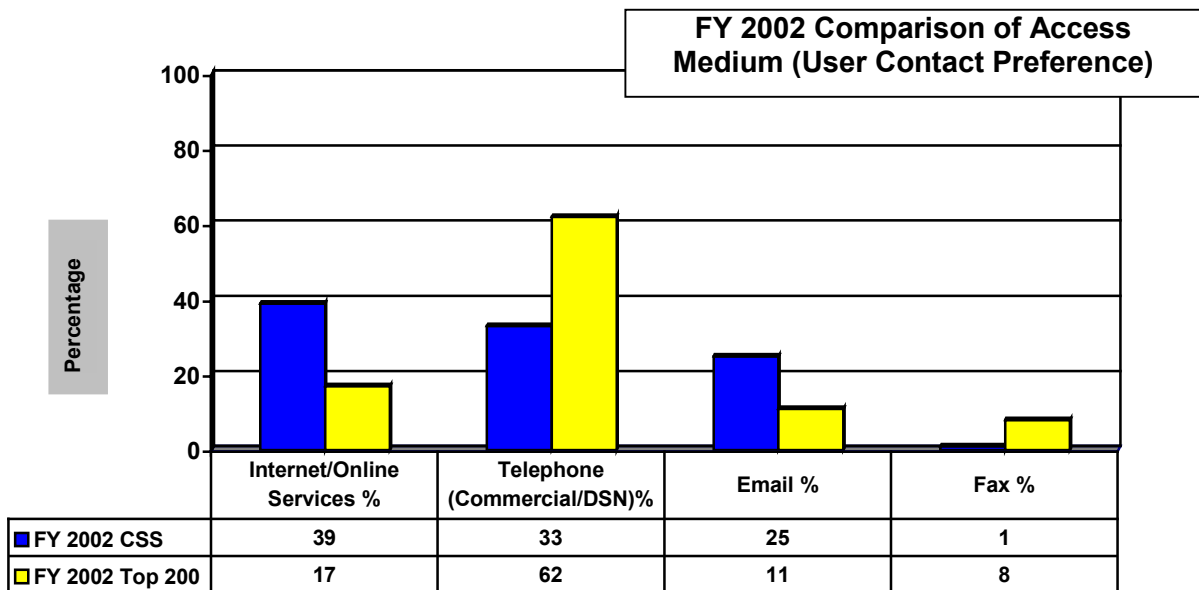


Fig 11

Communication and Access

Communication Preferences and Satisfaction:

- Both surveys reflect that respondents use multiple communication channels to contact DTIC.
- The majority of the core user respondents (62 percent) reported the telephone as the most often used communication channel to contact DTIC, whereas the general population chose the Internet/Online service (39 percent). This finding could be supported by the fact that there has been a slight decrease of the general users respondents (62 percent) wishing to speak to a live person, while the core user respondents (84 percent) continue to show a strong trend. *(Data found in FY 2002 Customer Satisfaction and Top 200 Users Survey reports.)*



Note : % Totals may not equal 100%

Fig 12